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Research *focus*

- ◇ According to the 2010 Census, *Louisiana* has **4,533,372** residents.

There are 308.7 million people living in the U.S.

- ◇ Over the last 10 years, Ascension Parish has grown in population from 76,627 to 107,215; Bossier Parish has grown in population from 98,310 to 116,979; and Lafayette Parish has grown in population from 190,503 to 221,578.

For more information, visit http://www.louisiana.gov/Explore/Demographics_and_Geography/

Food for Thought...

- ◇ **3 out of 4** domestic trips taken are for leisure purposes (77%).
- ◇ Each overseas traveler spends more than **\$4,000** when they visit the U.S. and stay on average more than **16 nights**.
- ◇ **Canada** is the top international market to USA (arrivals) with **18 million** visitors.
- ◇ Top leisure activities for overseas visitors: (1) shopping ; (2) dining; (3) city sightseeing; and (4) visiting historical places.

[Source: U.S. Travel Association, U.S. Travel Answer Sheet. (All data 2009)]



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THE LOUISIANA OFFICE OF TOURISM

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Lodging Statistics

Occupancy (%)												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2010	50.6	64.0	65.4	63.90	64.10	65.80	69.9	58.2	57.2	64.5	59.4	47.7
2009	55.5	65.4	62.4	59.30	56.40	60.50	62.2	51.0	48.6	59.1	53.6	48.1
Percent Change	-8.80	-2.10	4.80	7.80	13.50	8.70	12.30	14.3	17.8	9.10	10.8	-0.8

ADR												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2010	87.32	97.71	98.30	99.83	98.84	87.70	88.90	80.42	84.27	98.60	98.04	84.94
2009	95.51	101.38	93.05	96.10	90.22	92.19	86.58	78.07	78.87	96.55	88.77	94.06
Percent Change	-8.60	-3.67	5.60	3.90	9.50	-4.90	2.7	3.0	6.8	2.1	10.4	-9.7

2010 Total Louisiana Gaming Gross Revenue

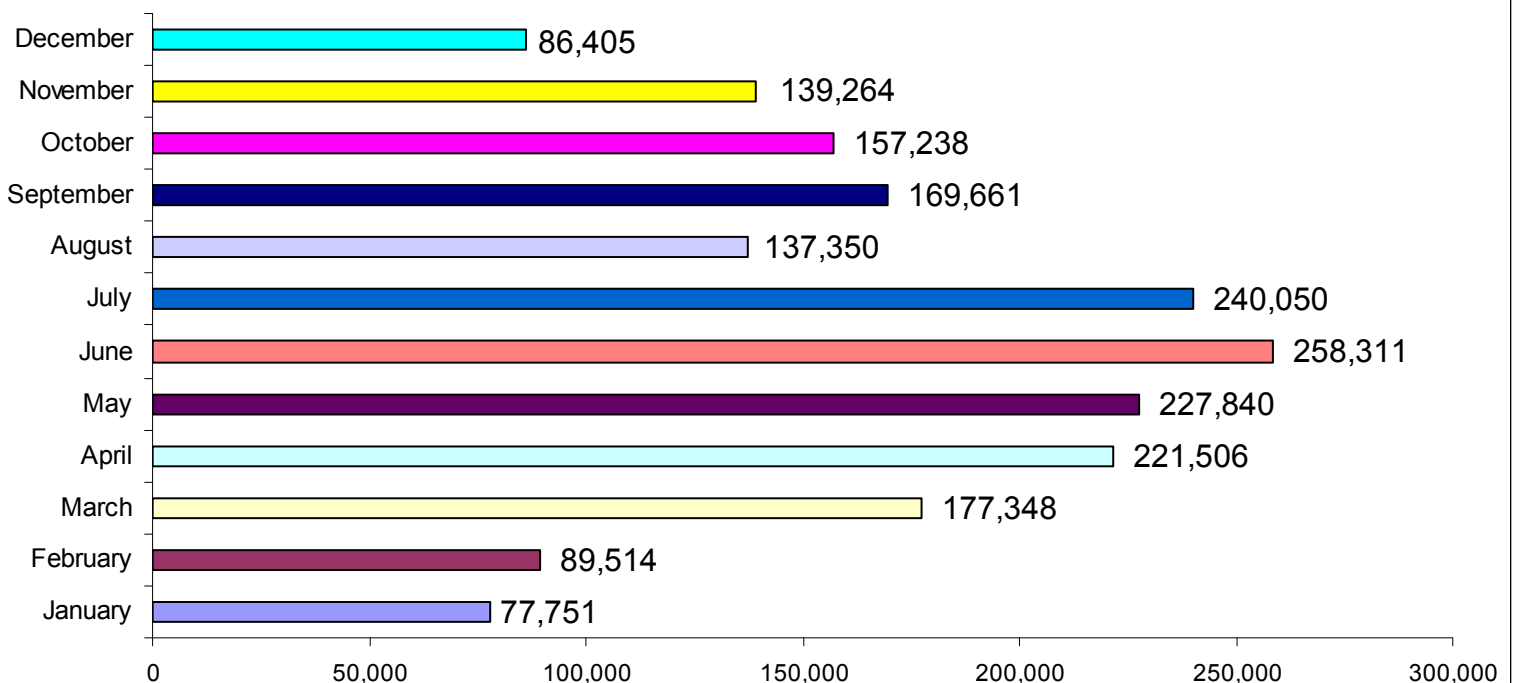
	Riverboat	Racinos	Landbased	Total Gaming
January	\$ 131,236,279	\$ 31,477,820	\$ 26,981,839	\$ 189,695,938
February	\$ 145,031,546	\$ 34,475,469	\$ 29,241,723	\$ 208,748,738
March	\$ 142,443,925	\$ 34,441,312	\$ 29,646,280	\$ 206,531,517
April	\$ 135,726,343	\$ 32,840,679	\$ 31,976,969	\$ 200,543,991
May	\$ 137,742,453	\$ 35,048,238	\$ 30,818,224	\$ 203,608,915
June	\$ 128,754,089	\$ 30,420,206	\$ 25,476,112	\$ 184,650,407
July	\$ 152,004,182	\$ 35,610,245	\$ 31,803,943	\$ 219,418,370
August	\$ 134,702,227	\$ 32,065,434	\$ 26,608,473	\$ 193,376,134
September	\$ 127,736,944	\$ 30,443,557	\$ 26,611,462	\$ 184,791,963
October	\$ 135,665,483	\$ 31,350,048	\$ 29,644,959	\$ 196,660,490
November	\$ 124,301,288	\$ 28,548,856	\$ 27,765,884	\$ 180,616,028
December	\$ 140,918,365	\$ 31,188,871	\$ 32,179,802	\$ 204,287,038
Total Revenue	\$ 1,636,263,124	\$387,910,735	\$348,755,670	\$ 2,372,929,529

Airplane Enplanements

2010	<i>New Orleans</i>	<i>Baton Rouge</i>	<i>Lafayette</i>	<i>Shreveport</i>	<i>Lake Charles</i>	<i>Monroe</i>	<i>Alexandria</i>	Totals
January	290,449	25,124	15,951	17,543	4,127	6,483	11,950	371,627
February	307,089	25,247	16,216	15,999	4,262	5,871	13,772	388,456
March	359,874	30,824	17,361	19,353	4,840	8,152	12,270	452,674
April	358,332	32,478	19,251	20,254	5,300	7,507	15,589	458,711
May	392,135	35,570	21,018	22,076	5,793	9,011	16,303	501,906
June	337,106	34,106	20,538	24,454	5,916	9,511	14,715	446,346
July	357,280	37,462	20,607	25,206	5,989	10,267	16,195	473,006
August	299,838	32,134	19,245	21,919	5,649	8,752	14,618	402,155
September	297,058	32,797	18,323	21,449	5,638	8,761	18,973	402,999
October	372,691	37,141	19,835	22,849	5,881	8,240	20,874	487,511
November	388,918	35,383	18,874	22,055	5,770	9,343	21,581	501,924
December	unavailable	32,548	18,413	21,876	5,569	9,473	13,662	101,541
Totals	3,760,770	390,814	225,632	255,033	64,734	101,371	190,502	4,988,856

Louisiana State Park Visitation

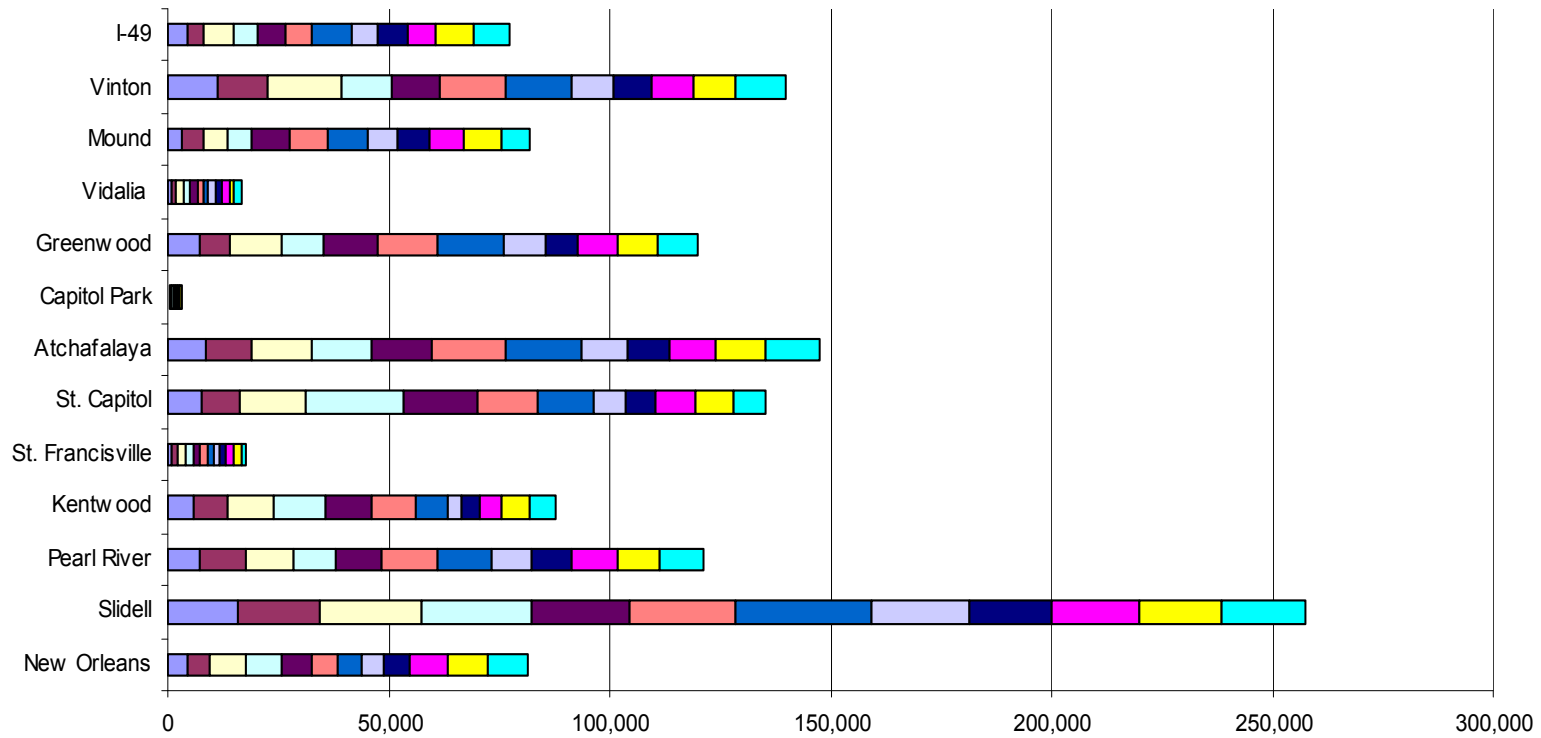
2010 Total State Park Visitation



For more detailed information on Parks stats, please visit our Dashboard link at <http://www.crt.state.la.us/TOURISM/RESEARCH/home.aspx>

Welcome Center Visitation

Total Monthly Welcome Center Visitation

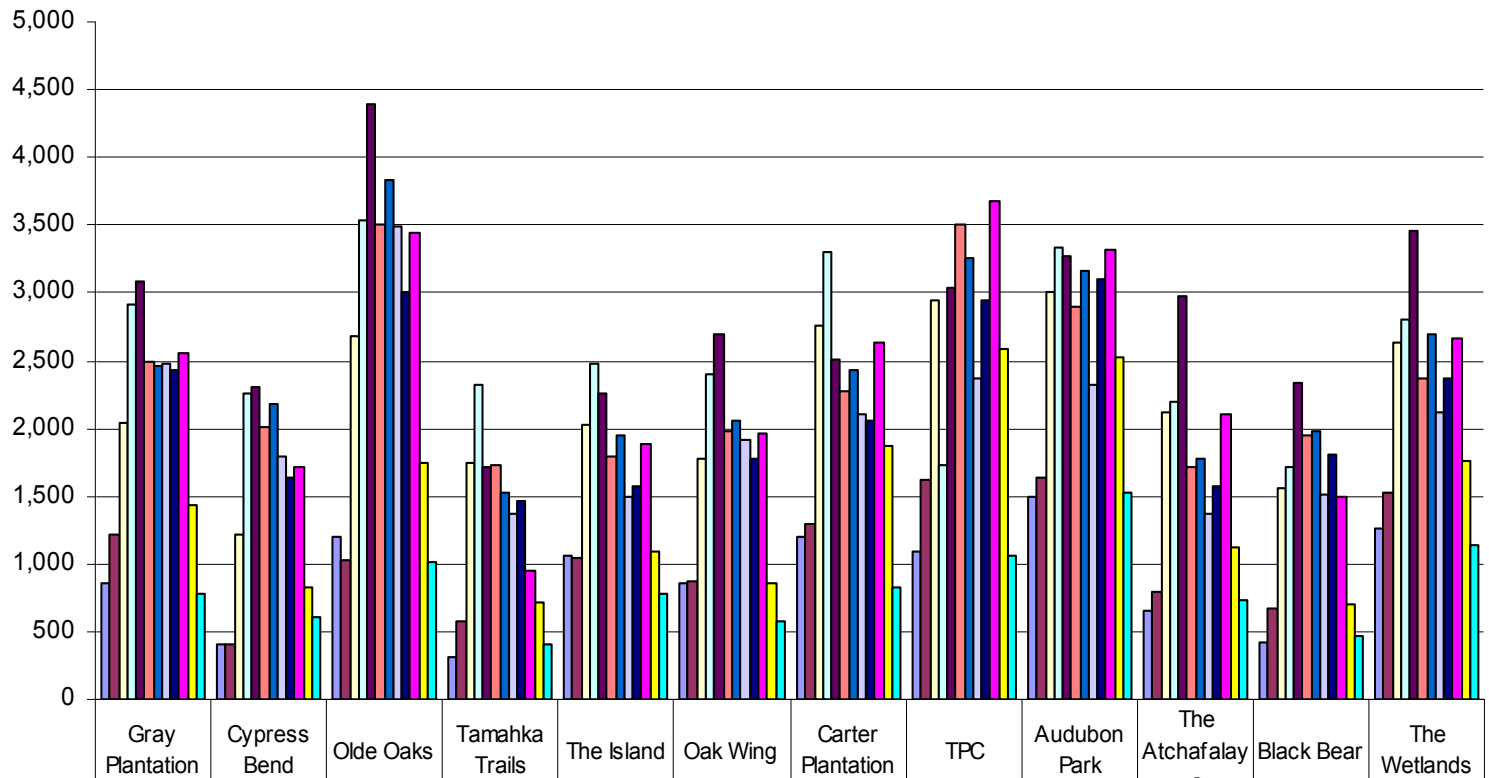


	New Orleans	Slidell	Pearl River	Kentwood	St. Francisville	St. Capitol	Atchafalaya	Capitol Park	Greenwood	Vidalia	Mound	Vinton	I-49
December	8,701	19,016	10,123	5,837	1,174	7,348	11,826	281	9,248	1,474	6,279	11,056	8,276
November	8,984	18,311	9,485	6,034	1,446	8,571	11,722	376	8,750	937	8,907	9,540	8,476
October	8,661	20,047	10,471	5,274	1,812	9,062	10,314	120	9,108	2,017	7,656	9,623	6,656
September	6,064	18,526	9,264	3,764	1,548	6,979	9,361	97	7,307	1,429	6,977	8,484	6,867
August	4,981	22,243	8,855	3,144	1,274	7,353	10,508	112	9,556	1,529	6,898	9,577	5,746
July	5,261	30,483	12,160	7,535	1,652	12,680	17,008	276	14,983	1,144	9,151	14,985	9,174
June	6,092	24,271	12,650	9,953	1,446	13,396	16,944	381	13,519	1,303	8,329	14,881	5,555
May	6,913	22,311	10,362	10,180	1,716	16,642	13,602	380	12,240	1,627	8,755	10,962	6,479
April	7,781	24,818	9,610	11,753	1,728	22,125	13,372	407	9,249	1,383	5,534	11,365	5,617
March	8,481	23,053	11,055	10,767	1,703	15,109	13,871	360	12,077	1,679	5,510	16,562	6,404
February	4,984	18,461	10,104	7,408	1,183	8,367	9,961	231	6,535	1,055	4,640	11,583	3,790
January	4,322	15,802	7,337	5,961	1,073	7,849	8,823	271	7,355	979	3,311	11,169	4,522

2010 Total Welcome Center Visitation = 1,287,272

For more information on Welcome Center visitation, please visit our Dashboard link at <http://www.ct.state.la.us/TOURISM/RESEARCH/home.aspx>

Audubon Golf Trail Rounds of Golf



January	864	400	1,196	307	1,056	854	1,194	1,083	1,493	656	421	1,256
February	1,219	411	1,029	577	1,038	877	1,291	1,626	1,636	798	673	1,528
March	2,035	1,218	2,672	1,741	2,028	1,778	2,763	2,941	2,999	2,114	1,556	2,630
April	2,912	2,262	3,541	2,320	2,475	2,405	3,297	1,723	3,332	2,194	1,716	2,811
May	3,079	2,305	4,398	1,716	2,251	2,699	2,502	3,031	3,269	2,969	2,336	3,452
June	2,488	2,010	3,501	1,736	1,795	1,976	2,281	3,502	2,890	1,707	1,947	2,361
July	2,457	2,179	3,837	1,529	1,943	2,051	2,435	3,252	3,155	1,769	1,972	2,693
August	2,477	1,799	3,482	1,375	1,496	1,916	2,098	2,366	2,315	1,375	1,511	2,117
September	2,435	1,628	3,000	1,465	1,568	1,779	2,060	2,938	3,093	1,576	1,802	2,369
October	2,559	1,706	3,438	954	1,890	1,960	2,637	3,673	3,323	2,109	1,501	2,664
November	1,433	827	1,739	723	1,089	863	1,876	2,588	2,517	1,116	696	1,760
December	785	611	1,006	402	777	575	829	1,052	1,533	735	473	1,132

Louisiana's Audubon Golf Trail is a service of the Louisiana Office of Tourism

Media Inquiries:

For media inquiries about the Audubon Golf Trail, contact Melody Alijani, at 225-342-8142

or media@audubongolf.com.

**For more detailed information on AGT stats, please visit our Dashboard link at
<http://www.crt.state.la.us/TOURISM/RESEARCH/home.aspx>**

2010 Louisiana Tourism Research Fact Card



	Spending \$ Millions	Jobs	Local Tax \$ Thousands
Acadia	31.4	180	600
Allen	148.3	2,050	3,070
Ascension	79.4	590	1,320
Assumption	10.1	60	240
Averyelles	99.5	1,200	1,630
Beauregard	17.8	120	1,380
Bienvenue	8.8	70	670
Bossier	370	5,520	11,030
Cadde	504.8	4,950	10,870
Caleasieu	334.7	4,190	9,150
Caldwell	6.9	50	460
Cameron	4.1	40	250
Catahoula	5.3	60	340
Claborn	8.4	80	450
Concordia	11.3	80	540
De Soto	13.6	90	480
East Baton Rouge	705.4	6,590	13,030
East Carroll	8.3	60	190
East Feliciana	3.3	40	210
Evangelina	15.4	140	600
Franklin	7.3	80	240
Grant	3.5	40	310
Iberia	41.5	370	750
Iberville	20.1	160	850
Jackson	8.6	80	230
Jefferson	926.5	9,390	19,230
Jefferson Davis	16.3	140	390
Lafayette	376.4	3,330	7,070
Lafourche	76.4	540	1,310
Lacalle	4.1	40	210
Lincoln	26.3	290	660
Livingston	42.6	220	1,530
Madison	38.8	160	600
Morehouse	14.2	130	390
Natchitoches	32.7	320	1,190
Orleans	3,264.0	45,970	82,600
Ouachita	209.8	1,920	4,100
Plaquemine	23.2	200	1,750
Pointe Coupee	10.1	80	260
Rapides	124.6	1,060	2,480
Red River	5.4	40	190
Richland	16.1	120	320
Sabine	18.7	130	1,970
St Bernard	31.9	260	480
St Charles	32.9	260	480
St Helena	2.4	30	160
St James	10.4	100	170
St John The Baptist	36.3	370	780
St Landry	88.1	630	2,560
St Martin	25.7	160	1,480
St Mary	140.4	1,540	2,400
St Tammany	182.5	1,490	5,150
Tangipahoa	125.7	730	2,200
Tensas	3.2	40	360
Terrebonne	105.1	880	1,890
Union	11.3	70	290
Vermilion	35.6	210	940
Vernon	19.3	160	830
Washington	19.3	130	560
Webster	41.0	260	1,310
West Baton Rouge	40.6	340	790
West Carroll	3.5	40	140
West Feliciana	18.1	190	740
Winn	6.4	90	290

Source: Louisiana Office of Tourism, US Travel Association, TRS, UNL and LRS



Louisiana Tax-Free Shopping

	2009	2010	% Change
Ref. Transactions	24,110	31,722	31.6
Number of Sales	92,718	117,023	26.2
Retail Spending	\$19,350,212	\$25,229,940	30.4
Tax Refunds	\$1,559,269	\$2,034,390	30.5

Top 20 Countries by Transactions - 2010	
1. Brazil	2,916
2. Philippines	1,866
3. Mexico	1,863
4. Canada	1,461
5. United Kingdom	1,348

Top 20 Countries by Spending - 2010	
1. Brazil	\$2,964,997
2. Philippines	\$2,316,741
3. Mexico	\$1,692,677
4. Honduras	\$1,214,628
5. China	\$935,772

LOT Travel Trade Show Schedule

International POW WOW

May 21-25, 2011
San Francisco, CA

NAJ- East

June 16-17, 2011
New York, NY

La Cumbre (Americas' Travel Industry Summit)

September 7-9, 2011
Las Vegas, NV

World Travel Market

November 7-10, 2011
London, England

NTA Annual Convention

December 5-9, 2011
Las Vegas, NV

USTOA Marketplace

December 11-13, 2011
Marco Island, FL

Contact Misty (mvelasquez@crt.la.gov) or Susan (susmith@crt.la.gov) in Programs & Services for more information.

Louisiana Byways

Look to the road ahead...new Byway sign icons.



Industry Research

Travel prices will present another obstacle to demand. Airline fares are trending upward, not downward, as carriers consolidate and sell a reduced number of seats at higher prices. As well, the cost of driving is increasing. The government's Energy Information Agency pegs gasoline at \$3.10, up 40 cents from a year ago. In Florida (a 50 percent drive market), gas is \$3.13 per gallon, up 14 cents from one month ago. Two factors driving up prices at the pump are a shutdown of the trans-Alaska oil pipeline and a higher demand across the U.S. for heating oil due to severe winter weather. (Source: *Travel Industry Indicators newsletter*)

Canada Travel Trade Barometer

- On average, fourth quarter 2010 bookings from Canada to the United States are projected to be up, according to the U.S. Department of Commerce sponsored Canada Travel Trade Barometer (reported as of October 26 - November 26, 2010).
- Canadian tour operators upgraded the change in bookings for fourth quarter 2010 from the previous survey session from flat to higher.
- Bookings are also projected to be higher at the beginning of 2011. Seven in ten respondents projected first quarter 2011 bookings to be higher.
- The top motivator for travel in the next six months was listed as the exchange rate to the U.S. Dollar, followed by accommodation rates. Promotion by U.S. destinations and businesses was also listed as a motivator for increasing bookings in the next six months.

The collection of travelers' personal information ranked as the top deterrent for the third survey in a row. The level of promotion by other long-haul destinations and enhanced security measures rounded out the top three deterrents for travel to the United States in the next six months. The global economy continued to rank as a deterrent (4th).

Source: *Office of Travel & Tourism Industries (OTTI), January 2011*

Domestic travel rose an estimated 7.8 percent in 2010, based on Smith Travel Research hotel room night demand data. Growth occurred in each segment. For travel providers, an increase in profits and revenues can be traced to demand. This was not the case in 2007, when meaningful increases occurred from share of market gains, higher prices, margin improvement and/or cost containment.

Domestic airline traffic followed this pattern of increased demand. In spite of high/rising costs and ancillary fees, passenger enplanements rose in November, the third straight year over year increase for this indicator.

CHINA PREDICTED TO BECOME WORLD'S MOST POPULAR TOURISM DESTINATION

Speaking at the 18th World Travel Monitor Forum in Pisa, Professor Haivan Song of the Hong Kong Polytechnic University said, "By 2030, China will be the world's most popular tourism destination." In addition, he added, during the next 20 years China would replace Germany as the world's most travelled nation. Song lectures at the world's second largest university, teaching travel and hospitality courses. "When visa regulations for citizens from the People's Republic of China eventually change, tourists from China can be expected to vastly outnumber those from any other country," he said. Launched by the consultancy IPK International and sponsored by ITB Berlin, the annual World Travel Monitor Forum in Pisa hosts tourism experts and scientists from around the world to present current statistics and the latest trends in international tourism. (Source: *TravelPulse.com, 11/15*)



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This publication is designed to inform the reader on current trends in the travel industry.
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